

Dear Madam:

This card has been sent you on the
suggestion of your grocer and entitles
you to one FREE can of
HAPPY FAMILY BAKING POWDER

Happy Family Oven Action Baking
Powder represents the first major im-
provement in baking powder for fifty
years. Fill in the coupon on the reverse
side and present to your grocer for your
free can of Happy Family. You'll
be delighted with the results . . . finer
. . . lighter . . . fluffier cakes, biscuits,
corn bread, etc. . . . and what's more
YOU USE ONE-FOURTH LESS than you
would any other baking powder.

THE HEEKIN COMPANY
CINCINNATI, OHIO

GENUINE CURTEICH-CHICAGO "C.T. ART-COLORTONE" POST CARD (REG. U.S. PAT. OFF.)

PLACE
ONE CENT
STAMP
HERE

OB-H718

POST CARD

GET THIS SENSATIONALLY

New "OVEN ACTION"

HAPPY FAMILY

BAKING POWDER

Economical - you use $\frac{1}{4}$ LESS!



Present this Card to your Grocer

NAME

ADDRESS

AND HE WILL GIVE YOU ABSOLUTELY FREE
ONE 10¢ CAN OF

HAPPY FAMILY BAKING POWDER